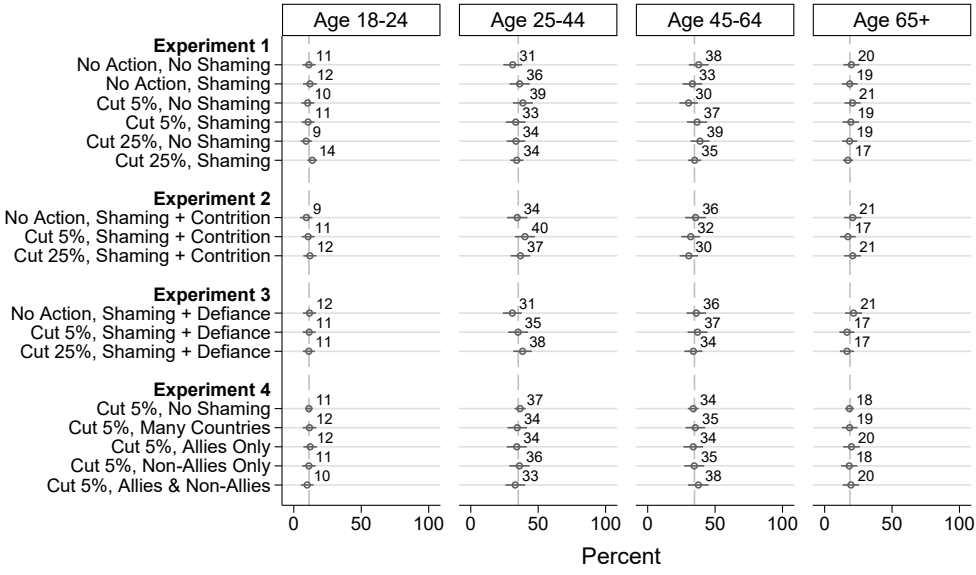
Age 18-24
Age 25-44
Age 45-64
Age 65+
Experiment 1
No Action, No Shaming
No Action, Shaming
Cut 5%, No Shaming
Cut 5%, Shaming
Cut 25%, No Shaming
Cut 25%, Shaming
11
12
10
11
9
14
31
36
39
33
34
34
38
33
30
37
39
35
20
19
21
19
19
17
Experiment 2
No Action, Shaming + Contrition
Cut 5%, Shaming + Contrition
Cut 25%, Shaming + Contrition
9
11
12
34
40
37
36
32
30
21
17
21
Experiment 3
No Action, Shaming + Defiance
Cut 5%, Shaming + Defiance
Cut 25%, Shaming + Defiance
12
11
11
31
35
38
36
37
34
21
17
17
Experiment 4
Cut 5%, No Shaming
Cut 5%, Many Countries
Cut 5%, Allies Only
Cut 5%, Non-Allies Only
Cut 5%, Allies & Non-Allies
11
12
12
11
10
37
34
34
36
33
34
35
34
35
38
18
19
20
18
20
0
50
100
Percent